

## **PLANNED DISTRICT**

### **GOAL**

Preserve and enhance the historical, architectural, cultural, aesthetic and economic value in Golden Hill.

### **EXISTING CONDITIONS**

The Golden Hill Planned District (Chapter 10, Division 7, Section 103.0700 of the San Diego Municipal Code) is that area bounded by Balboa Park on the north, one-half block east of 28th Street on the east, State Route 94 on the south, and Interstate 5 on the west (see Figure 10). The purpose of the Planned District is to preserve and enhance the historic cultural, aesthetic, and economic value of Golden Hill. Specifically, the Planned District seeks to preserve the historic structures which are scattered throughout this area and to promote affordable housing. In addition, the Planned District regulations attempt to deal with the problems of deterioration and a growth potential which, if realized, would significantly alter the character of the community.

The Planned District area contains the lowest median income of the community of Golden Hill.

The Planned District attempts to provide housing opportunities for all income levels by permitting medium and medium-high density to maintain stability encourage home ownership and encourage small scale multi-family development.

The Planned District also contains a mix of residential development ranging from large turn-of-the-century homes to contemporary three-story stucco apartments. Existing densities vary from parcel to parcel with; density ranges from 9 to 86 dwelling units per net residential acre. Also, the placement of structures on each parcel varies. It is this architectural diversity that makes Golden Hill a unique community worthy of preservation.

The Planned District development standards are designed to provide a range of residential densities to increase stability within the residential neighborhoods and to preserve heritage resources. Presently, base density ranges from 29 to 43 dwelling units per acre with residential bonus density provisions to encourage redevelopment with requirements for design that is compatible with the traditional scale, bulk and lot width pattern of older development in Golden Hill.

The primary goal of the Planned District is to ensure that new development and redevelopment is compatible with the traditional character and scale of Golden Hill, and more specifically, with the scale of existing historical structures which are being preserved. Setbacks, height and bulk, parking, and use restrictions are tailored to Golden Hill to achieve and maintain Golden Hill's historical/ architectural heritage and to take its topography into consideration.

## **OBJECTIVES**

- Preservation and enhancement of community scale, character, and historical and architectural resources.

## **RECOMMENDATION**

Update the Golden Hill Planned District Ordinance to ensure consistency with the goals and recommendations of this plan with regard to the preservation and enhancement of the traditional character and scale of older established development in the community.

**ZONING NOT REPRESENTED HERE**

## **HISTORICAL/ARCHITECTURAL PRESERVATION**

### **GOAL**

To maintain the heritage of Golden Hill by preserving the historically and/or architecturally significant structures and to ensure that new development is in character and scale with existing significant structures and the neighborhood character.

### **EXISTING CONDITIONS**

While the community is known to contain a number of architecturally and historically significant structures, the full extent to which these exist in Golden Hill is not documented.

### **OBJECTIVES**

- Develop a strong community commitment to rehabilitation and preservation.
- Limit future development through rezoning to reduce the economic incentive to demolish historic structures.
- Require new development and redevelopment to be complementary in scale and character to existing structures and to create continuity among architecturally and historically significant structures.

### **RECOMMENDATIONS**

1. Conduct a comprehensive survey of Golden Hill outside of the historic subarea of the Planned District to identify structures and sites that are historically/ architecturally significant. These important properties should be considered by the Historical Site Board for historic designation.
2. Work with appropriate agencies to explore other methods of tax relief as incentives for maintaining property as a historic site.
3. Reassess potentially historic areas within the Golden Hill community planning area to determine if expansion of the existing historic district, or the creation of a new historic district is warranted to ensure preservation of architectural and historical significant structures,
4. Provide development regulations that require new development and redevelopment to be compatible and complementary in scale and character to older development in Golden Hill.

## **COMMERCIAL**

### **GOAL**

To enhance the commercial vitality of Golden Hill and provide a wide variety of goods and services.

### **EXISTING CONDITIONS**

Approximately 17 acres or four percent of the land in Golden Hill is zoned for commercial use (CM, CA or C) (see Figure 11). Of the 17 acres zoned commercially, 12 acres have been developed with commercial uses. Commercial development in Golden Hill typically consists of smaller scale strip development located in older structures. This commercial zoning pattern is reflective of development dating from the days when trolleys served the area.

Commercial development has occurred under the regulations of the C Zone with no requirements for landscaping, setbacks, screening of outdoor storage or off-street parking. The lack of on-street parking is a problem in the community. Businesses have had to relocate because of the lack of available on-street parking. Residential development on separate lots interspersed within commercial areas is common, and there are a number of vacant commercial buildings within these areas. In some areas, residential buildings have been converted to commercial uses.

Although commercial development in the community is older and in need of revitalization, the scale and pattern of the development is compatible with the residential pattern in the community. In addition, pedestrian access between the commercial and residential areas is convenient; however, measures that will enhance pedestrian safety are encouraged.

The commercial areas consist of a variety of neighborhood-serving uses, including a major grocery store, several independent markets, hardware stores, restaurants, a caterer, barber shops, laundries, and small professional offices. However, some incompatible uses also exist, such as automobile paint and repair shops, an unscreened storage yard and taxi stands.

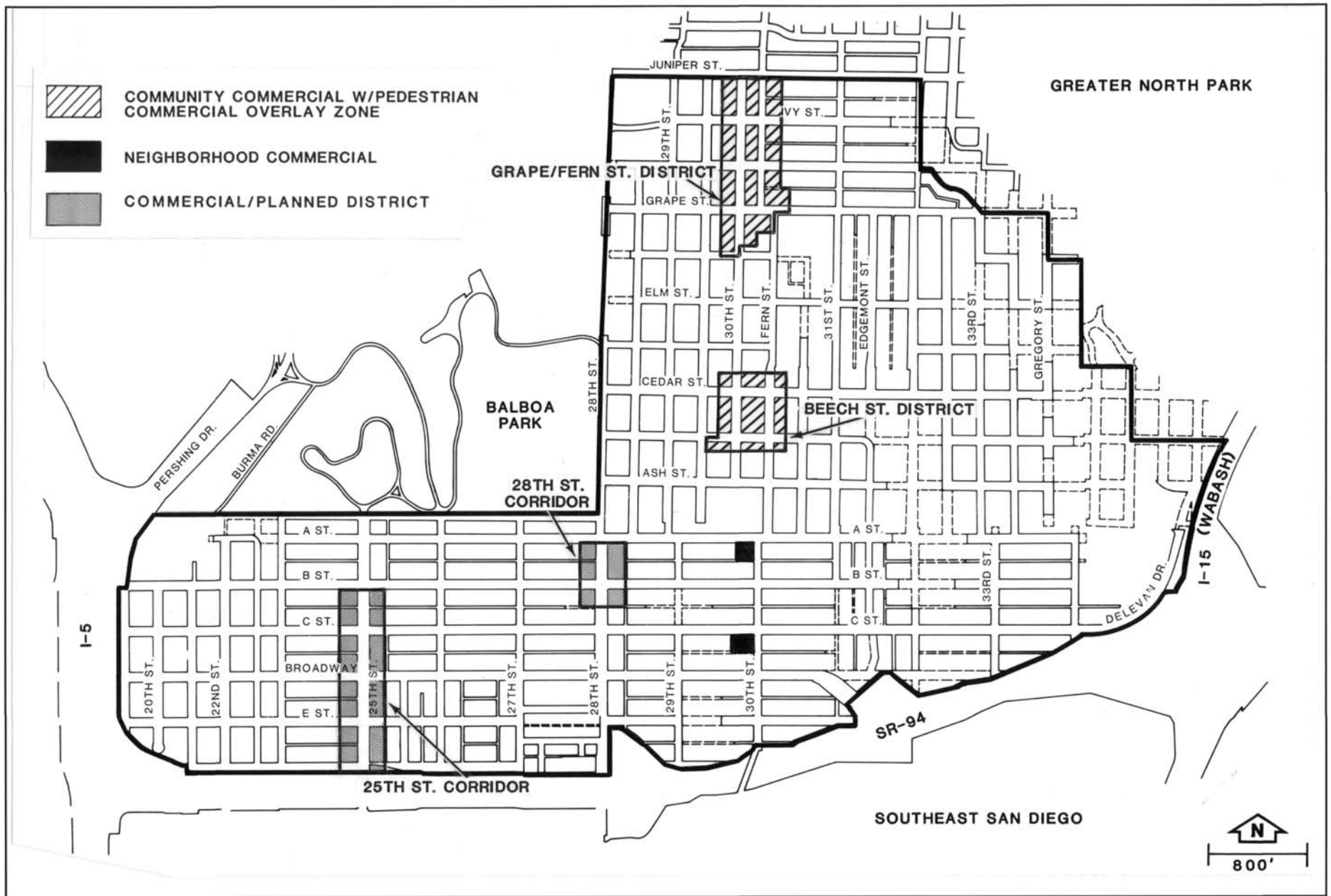
**ZONING NOT REPRESENTED HERE**

## **OBJECTIVES**

- Prohibit residential properties from being used for commercial uses.
- Revitalize business districts by improving the appearance of commercial development and the adjacent streetscape areas.
- Increase the level and quality of business activity in Golden Hill by encouraging the concentration of retail commercial uses in existing commercially zoned areas.
- Seek public or private resources to facilitate facade upgrading.
- Provide adequate off-street parking for commercial areas and encourage development of additional parking spaces.
- Require new commercial development to be complementary to historical/architectural heritage.
- Develop a variety of neighborhood commercial facilities and services of sufficient size to induce residents to shop in Golden Hill.

## **RECOMMENDATIONS**

1. Apply the Pedestrian Commercial Overlay Zone to the following commercial areas to ensure development patterns which maintain the existing pedestrian orientation of commercial facilities (see Figure 12):
  - \* Grape/Fern Street Commercial District.
  - \* Beech Street Commercial District.
2. Permit professional offices in all the commercial districts. In addition, professional offices would be permitted in historically/architecturally significant structures and in multi-family neighborhoods. Approval of office uses outside the commercial areas would be by the Conditional Use Permit (CUP) process to ensure that the office use would have a minimum impact on existing residential development.
3. Enforce the Citywide Sign Ordinance and the Golden Hill Planned District sign requirements in applicable commercial zones.
4. Require the use of crime-free design standards for all commercial developments, emphasizing landscaping and lighting that are compatible with the community and which minimize the potential for criminal conduct.
5. Bicycle access to commercial areas should be improved by providing visible, convenient and secure bicycle parking facilities.
6. Promote the installation of commercial signs that are pedestrian oriented in size and shape. Lettering and symbols should be simple and bold.

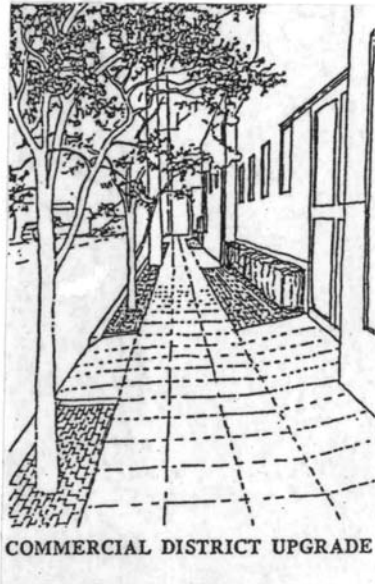


## COMMERCIAL RECOMMENDATIONS

Golden Hill Community Plan  
City of San Diego • Planning Department

Figure 12



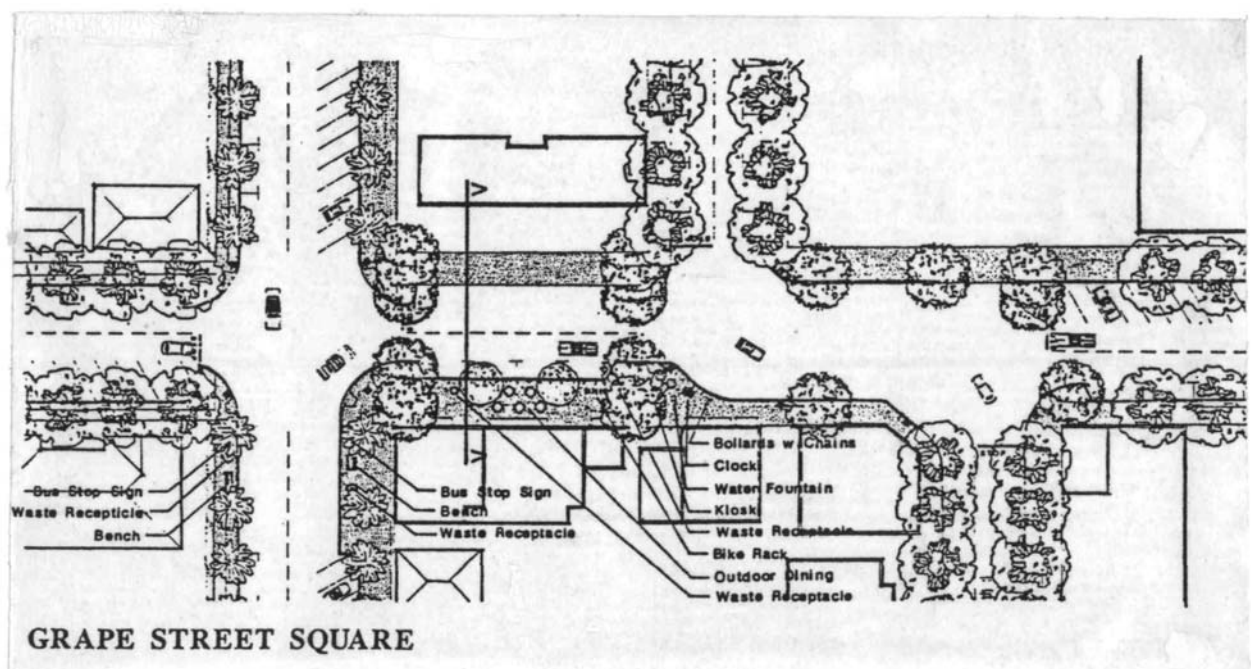


7. Implement the Fern Street and 30th Street Revitalization Plan and promote development consistent with the goals and objectives of the plan.

The Golden Hill Revitalization Plan (printed under separate cover) for the Fern and 30th Street corridor has been prepared with the objective transforming the marginally acceptable streetscape into one that complements the residential and commercial areas through an enhanced public improvement program along with recommended guidelines for private development. The document includes a review of the history of the area, the existing conditions, the assets and opportunities of the area, current issues, and visual quality, and focuses on the design proposals, recommendations and the implementation process.

Improvement Recommendations - A neighborhood's appearance is influenced by public improvements, but it is predominantly affected by the character and condition of its buildings, which are due to the direct involvement of property owners, residents, and shop owners.

Beech Street Center and Grape Street Square - The plan acknowledges these nodes as special gathering places within the community and advises special design of public and private features.

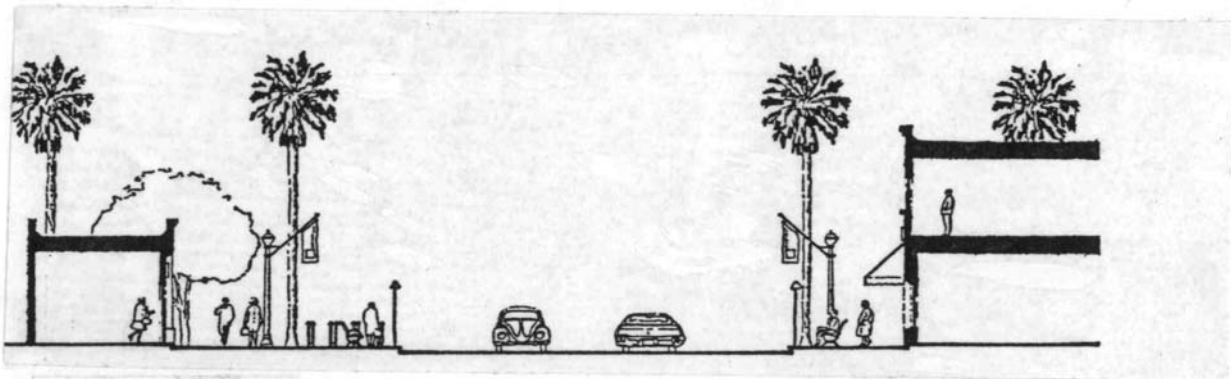




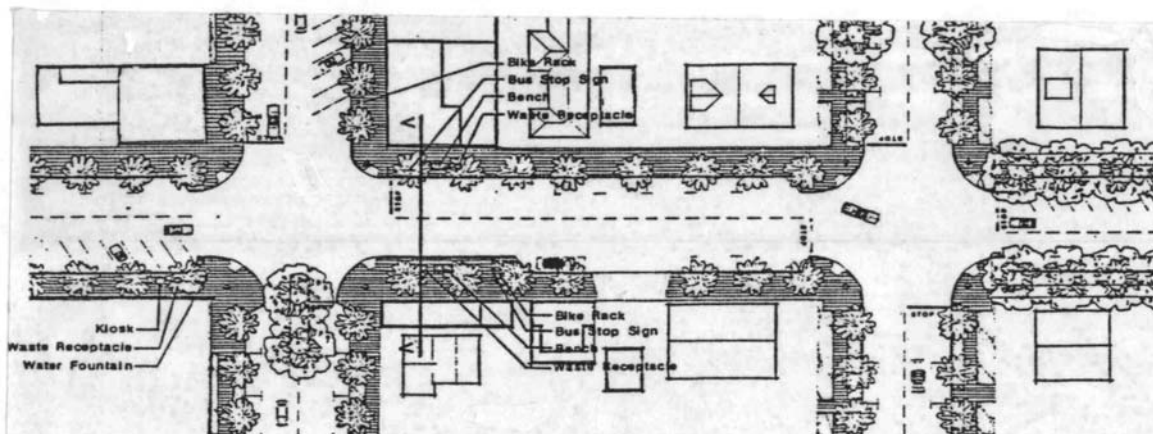
The Fern and 30th Street Revitalization Plan provides specific recommendations on several key issues affecting the study area as described below:

Streetscape - Is an integral part of Golden Hill's visual quality, the streetscape that will provide a significant contribution to a positive and unified image for the community.

Circulation, Parking and Transit - The goal of this plan is to create a definite image that the streets and surrounding neighborhood are a stable place for resident activity rather than merely a channel for drivers.

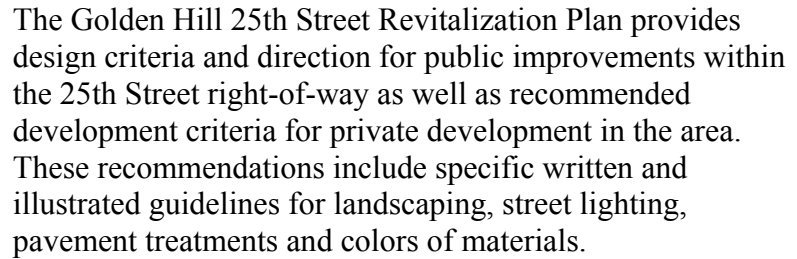


STREET SECTION

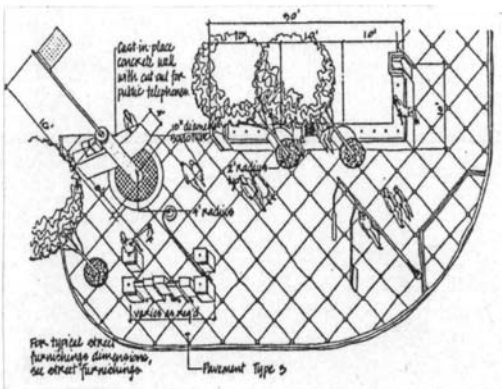


BEECH STREET CENTER

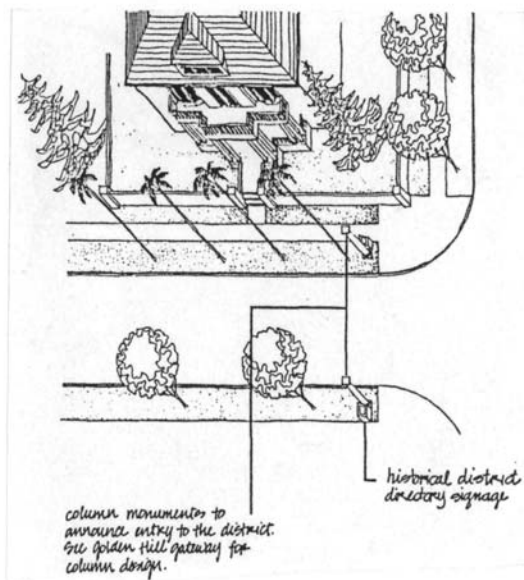
- Implement the 25th Street Revitalization Plan  
and  
promote development consistent with the goals and  
objectives of the plan.



Improvements recommended at major intersections include special pavement treatment, provision of bicycle lanes, reconfiguration of traffic lanes to provide travel lanes in each direction and a turn land down the center, and pedestrian ramps to provide adequate separation between cars and pedestrians.



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Gateway to the Historical District provides a symbolic as well as practical entrance to the Golden Hill Historic District on the west side of 25th Street at E Street. Classical columns are proposed adjacent to the street to flank the street with an attached directory signage describing the significant features of the historical district.

Plaza 2 is located at the intersection of C Street and 25th Street and contains the comparable furniture elements as included in Plaza I with the inclusion of a memorabilia kiosk intended to recognize resident involvement in planning for Golden Hill.

The Golden Hill Gateway identification sign spanning 25th Street is designed to provide neighborhood and community identification. The sign includes one-side supported by a classical column to reference the historical element of the neighborhood with the opposite column in simple cast concrete to portray a more contemporary image.

